

Line	Line ID	Line Type	Amount	Imps/Clicks	Line Start	Line End	Property	Status	Rev Flag	De
1	1626335	CPI	\$168,750.0	0	30-SEP-2001 00:00	30-SEP-2001 23:59	direct market	Frozen	None	E
	1626336	CPI	\$0.00	2,250,000	30-SEP-2001 00:00	30-OCT-2001 23:59	direct market	Frozen	Bonus	E
3		RF	\$0.00	0	New Line Element	30-SEP-2001 00:00	30-OCT-2001 23:59	Modifiable	None	N
New Element										
Save										
Delete Line(s)										
Paste/Save Placement(s)										
Change Line Status To										
Assign Group										
Unassign Group										
View Group Manager...										
Optimize										
NonSmooth										
Set Line Option...										
Extend Line End Date...										
Start Date										
SEP-2001 00:00										
End Date										
30-OCT-2001 23:59										
Placement	3179832	Ad	Family/Single	Family/Single	delivers drop					

FIG. 6a

The screenshot shows the "Line Group Manager" window. At the top, "Group Type:" is set to "RF_GROUP". Below it, the "Groups:" section contains a large empty rectangular area on the left and a list of fields on the right: "Country", "Total Population", "Age Low", "Age High", "Gender", and "Reach". Each field has a corresponding input box or dropdown menu.

A "Create New Group" sub-dialog is open in the center. It prompts the user to "Please specify new Group Name:" with a text input field containing "reach_freq". There are "OK" and "Cancel" buttons at the bottom of this sub-dialog.

Below the main form area, there is a row of four buttons: "New", "Rename", "Delete", and "Stop".

At the bottom of the window is a table with the following columns: "Line ID", "Line Start", "Line End", "Property", "Position", "Reach", "Reach %", "Freq", and "GRP". The table body is currently empty.

At the very bottom, there are three buttons: "Calculate & Save", "Save All", and "Close".

FIG. 6b

[illegible]

FIG. 6c

[illegible]

FIG. 6d

IO# 213567 Lines Ads Comments Report Invoice

Details Order #: 213567

Line Type: RF

Gross Line Amt: Click

Line Impressions: Conversion

Imp. To Date: Credit

Line Start: Design

Line End: Development

Property: Exclusivity Fee

Future Campaign

License

List Fees

Promotion

Element: RF

Element Type: Services

Location/Word: Slot

Sponsorship

Subscribe

Transaction

Line #: newID

Status: Modifiable

Revenue Flag: None

Delivery Flag: None

CPM: \$0.00

Not Guaranteed

Group Type: Search

Group Name: Search

Match: Non-Exact

Block

Position: N

Content ID: Get Space ID, Position

IMS Check

Status: Reason

Last Time

Needs Attention

Optimize

Actual Number of Clicks: 0

Non Smooth

Upper

Lower

Line	Line ID	Line Type	Amount	Imps/Clicks	Line Start	Line End	Property	Status	Rev Flag	De
1	1626335	CPI	\$168,750.00	0	30-SEP-2001 00:00	30-SEP-2001 23:59	direct market	Frozen	None	Ex
2	1626336	CPI	\$0.00	2,250,000	30-SEP-2001 00:00	30-OCT-2001 23:59	direct market	Frozen	Bonus	Ex
3		RF	\$0.00	0	23-JUL-2002 00:00	31-DEC-2002 23:59	Modifiable	None	None	No

FIG. 6e

Line	Line ID	Line Type	Amount	Imps/Clicks	Line Start	Line End	Property	Status	Rev Flag	De
1	1626336	CPI	\$168,750.00	0	30-SEP-2001 00:00	30-SEP-2001 23:59	direct market	Frozen	None	Ex
	1626336	CPI	\$0.00	2,250,000	30-SEP-2001 00:00	30-OCT-2001 23:59	direct market	Frozen	Bonus	Ex
3		RF	\$0.00	0	23			Modifiable	None	No
New Line/Element										
Save										
Delete Line(s)										
Paste/Save Placement(s)										
Change Line Status To										
Assign Group...										
Unassign Group										
View Group Manage...										
Optimize										
NonSmooth										
Set Line Options...										
Extend Line End Date...										
Placement	Placement ID	Family/Single Type								
	3179832	Ad	Family/Single Ad							
			delivers drop 9/30 21							
				Start Date	End Date					
				01 00:00	30-OCT-2001 23:59					

FIG. 6f

IO# 213567 Lines Ads Comments Report Invoice

Details

Order #: 213567 Line #: 298000143 Element #: 212113923 Search Clear

Line Type: RF Status: Modifiable Advertiser: PEPSI

Gross Line Amt: \$500.00 Revenue Flag: None

Line Impressions: 0 Delivery Flag: RF

Imp. To Date: 12-Aug-2002 00:00 15-Dec-2002 23:59

Line Start: 12-Aug-2002 00:00 Line End: 15-Dec-2002 23:59

Property: spots CPM: \$0.0

Group Type: RF_GROUP Group Name: reach_freq

Element: Run01 Match: Non-Exact

Element Type: Run01

Location/Word: /

Content ID: 2716427 Position: N

Get Space ID Position

IMS Check

Needs Attention Actual Number of Clicks: 0

Non Smooth Upper: Lower:

Status: Reason:

Last Time:

Line	Line ID	Line Type	Amount	Imps/Clicks	Line Start	Line End	Property	Status	Rev Flag	Del
1	1626335	CPI	\$168,750.00	0	30-SEP-2001 00:00	30-SEP-2001 23:59	direct market	Frozen	None	Exc
2	1626336	CPI	\$0.00	2,250,000	30-SEP-2001 00:00	30-OCT-2001 23:59	direct market	Frozen	Bonus	Exc
3	298000143	RF	\$500.00	0	12-AUG-2002 00:00	15-DEC-2002 23:59	spots	Modifiable	None	RF
4	298000144	RF	\$100.00	0	12-AUG-2002 00:00	15-DEC-2002 23:59	spots	Modifiable	None	RF

FIG. 6g

Line Group Manager

Group Type:

RF GROUP

Groups:

C.R reach_freq

reach_freq

County

Total Population

Age Low

Age High

Gender

Reach

Reach %

Frequency

GAP

UNITED STATES

3678612

18

24

Male

New

Rename

Delete

Stop

Line ID

Line Start

Line End

Property

Position

Reach

Reach %

Freq

GAP

298000143

12-AUG-...

15-DEC-...

spots

N

Calculate & Save

Save All

Close

FIG. 6h

[illegible]

FIG. 6i